



DMOL LCN Consultation: Statement

15 April 2011

1 Introduction

DTT Multiplex Operators Ltd (DMOL) published a consultation on proposed changes to the Logical Channels Number (LCN) list on 14 January 2011.

The consultation covered a wide scope of issues including:

1.1 Guiding principles

- Sequencing by service type
- The definitions of existing Classifications
- The creation of new Classifications
- Definitions of Geographical services

1.2 The introduction of new Classifications:

- Restricted Hours
- Teleshopping
- IP channels

1.3 The positioning of:

- Local TV channels
- Text & Interactive Services
- Adult & Adult Chat channels
- HD channels

The consultation closed on 18 March 2011.

This statement is intended to provide initial feedback on the responses received and advise the next stages of the DMOL LCN consultation. For clarity no decisions on LCN changes have been made at this point and any proposed changes will be subject to further consultation following audience research.

2 Overview

DMOL was encouraged to have received 47 responses from channel providers, industry bodies, platforms and interested individuals.

2.1 Guiding principles

There was strong support¹ for the guiding principle of positioning LCNs in order of service type in the sequence Television, Text and Radio.

The proposed definitions of both classifications and geographical services also received strong support although DMOL acknowledges that the definitions will require further work in order to both provide greater clarity and align them to existing regulatory definitions.

Whilst there was general support² for creating classifications where five or more channels share an editorial genre, a number of respondents sought clarification on the management of this proposal.

2.2 New categories and re-positioning of existing classifications

DMOL recognises that the introduction of new classifications and/or the movement of existing classifications will require a further more detailed iteration of the consultation which will include consumer research in order to inform the next stages.

2.2.1 Restricted Hours

There was general support for the introduction of a restricted hours classification but concerns were raised over the application of such a classification.

2.2.2 Teleshopping

DMOL received strong support for the introduction of a teleshopping classification.

As with any of the proposed LCN changes DMOL will engage in consumer research prior to consulting further.

2.2.3 IP channels

Whilst there was strong support for a new IP classification, there were a number of comments and concerns regarding the management of this classification.

DMOL wishes to clarify that it was not proposing to allocate LCNs for IP channels should the IP classification be introduced, rather, DMOL envisages that a space for linear IP services would be made available in a manner similar to that of the 800-999 region, which is currently left vacant for the use of Consumer Electronics manufacturers.

2.2.4 The positioning of Local TV channels

There was general support for maintaining Local TV channels at LCN200, with the proposal to place Local TV into the appropriate existing classification being the next most popular option.

DMOL is currently seeking guidance regarding the likely number of Local TV services given the existing licensing of Local TV multiplexes and the publication of the Shott report.

¹ Strong support indicates over 75% of respondents agreed

² General support indicates that between 50% and 75% of respondents agreed

2.2.5 The positioning of Text & Interactive Services

There was general support for moving Text & Interactive services after all broadcast and IP TV services, with the proposal of moving Text & Interactive services after all broadcast TV services being the next most popular option.

2.2.6 The positioning of Adult & Adult Chat channels

There was general support for moving Adult & Adult Chat channels after all TV services and strong support for creating a single block of adult content.

It should be noted that DMOL recognises the sensitivities that exist around Adult and Adult Chat services and has introduced “Bookends” and the “Adult” prefix in line with Ofcom guidance in order to prevent accidental discovery of these services by minors.

2.2.7 The positioning of HD channels

There was no general support for the proposal to move the HD classification to LCN100.

A number of respondents suggested that HD channels should remain immediately after General Entertainment, although not necessarily at LCN 50.

3 Next steps

As DMOL moves into the next stage of this LCN consultation, it is looking to gain further understanding of the issues regarding any proposed LCN changes by engaging in qualitative and quantitative consumer research.

Following assessment of the consumer research DMOL will seek further views on any proposed changes, it is likely that this second round of consultation will commence in early Autumn 2011.